

SYSTEM AND METHODS FOR PROVIDING PHARMACEUTICAL PRODUCT INFORMATION

Abstract of the Disclosure

A system provides a web site through which physicians can access information about multiple drugs provided by multiple drug companies. A user is authenticated as being a registered physician before being allowed access to the system.

- 5 The system provides an interactive on-line detail or marketing presentation of a drug. The interactive detail provides information about a drug in addition to requesting and receiving responses or input from the user participating in the interactive detail. Questions and challenges are presented to the user to reinforce concepts, such as a drug's mechanism of action, that are presented to the user during the detail. Users' responses to interactive details are accumulated and provided to the respective drug companies that sponsor the details. As an incentive, the system provides an honorarium or gift to targeted
- 10 users upon completion of interactive presentations.